

TRIAL EXHIBIT 4104



Introduction to Android

May 2015

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

TRIAL EXHIBIT 4104

CASE NO. 10-03561 WHA

DATE ENTERED _____

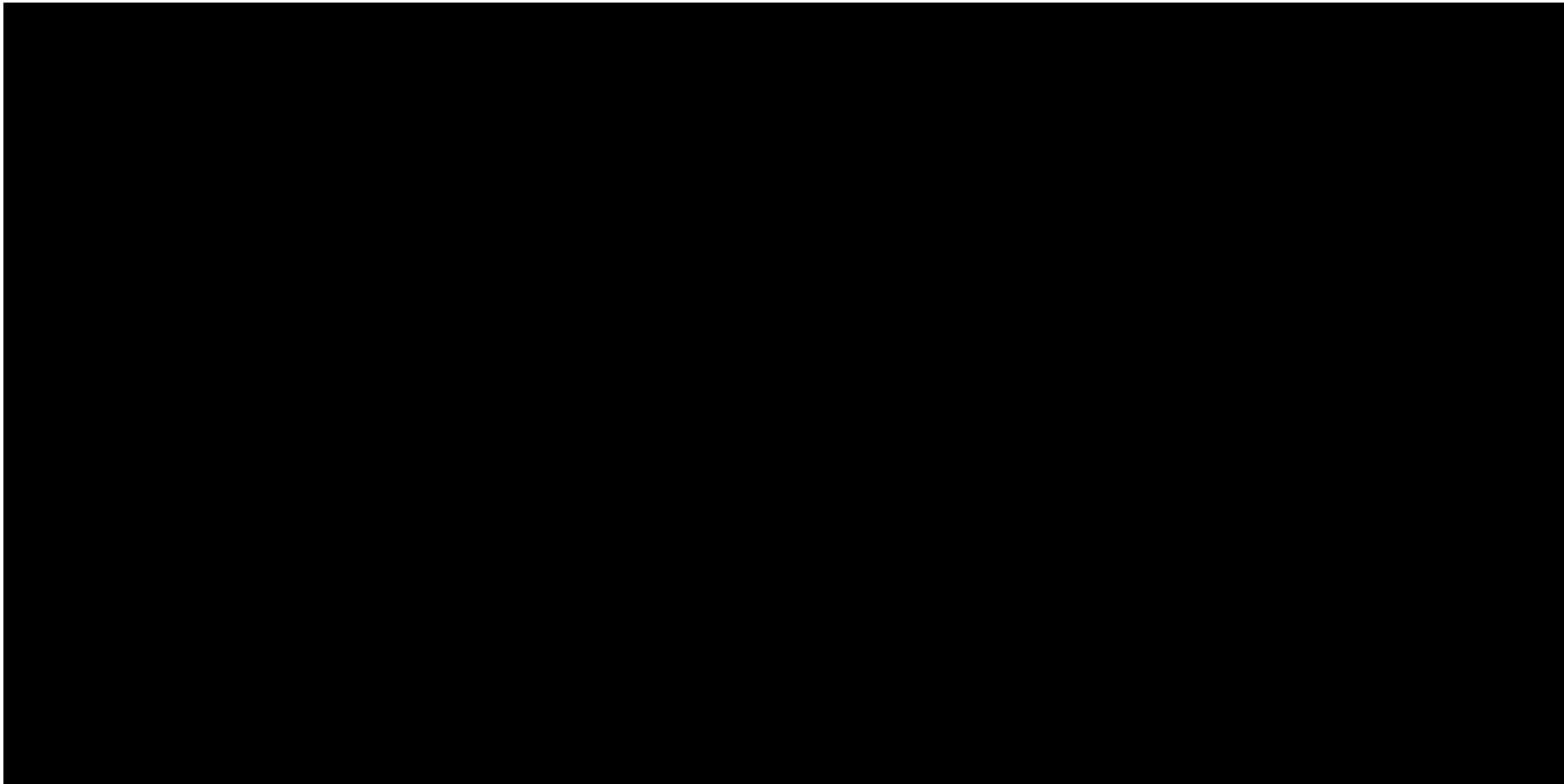
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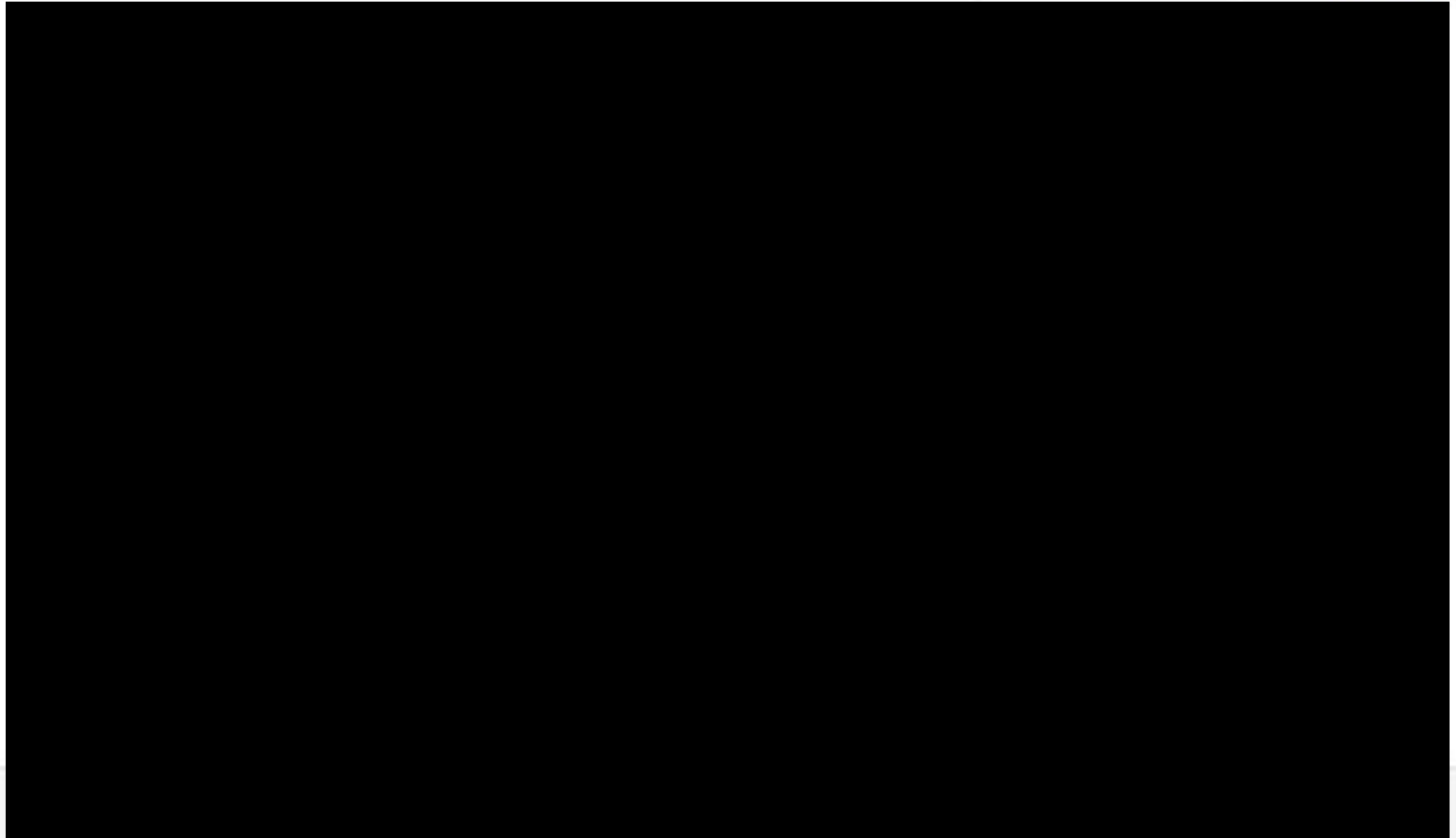
DEPUTY CLERK

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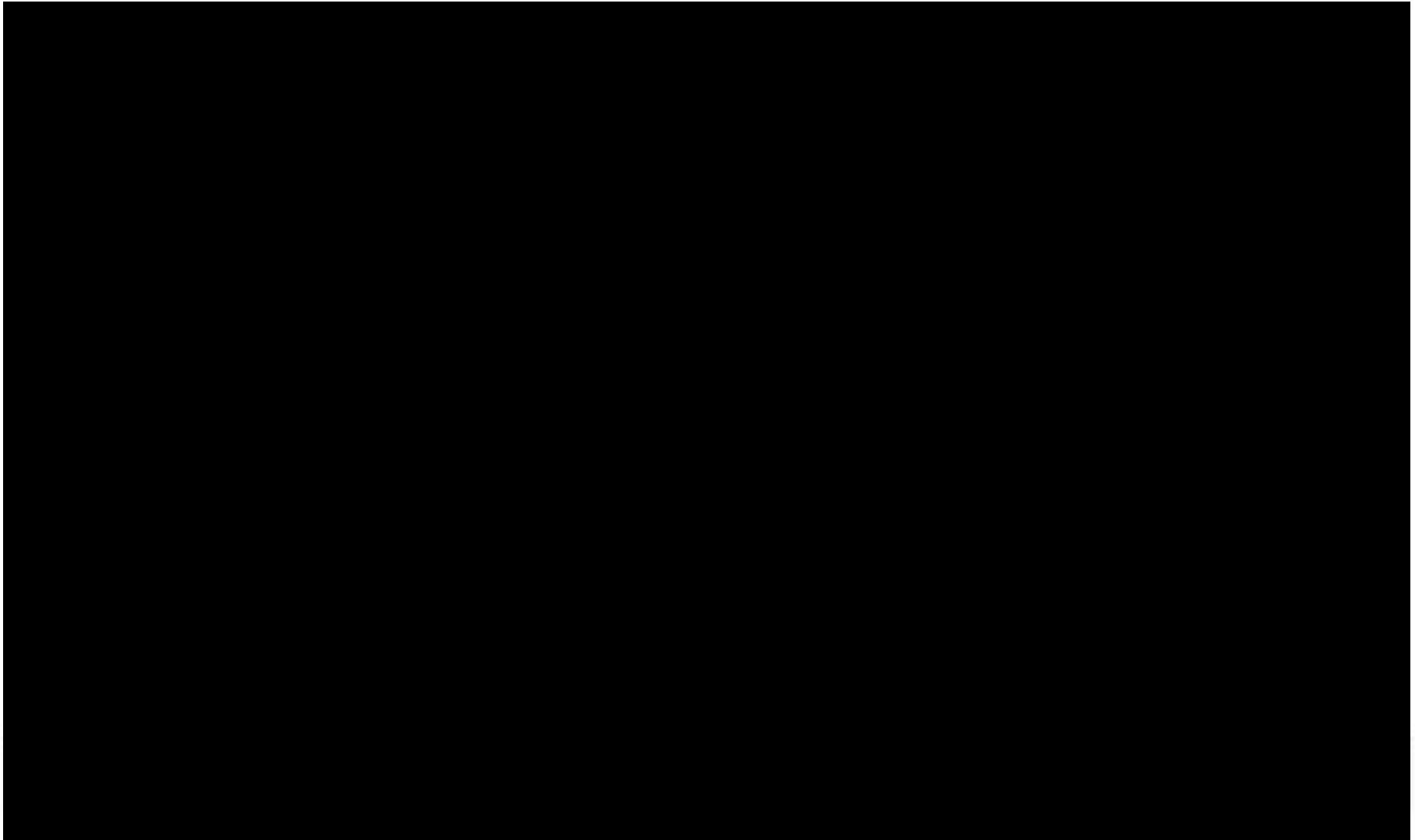


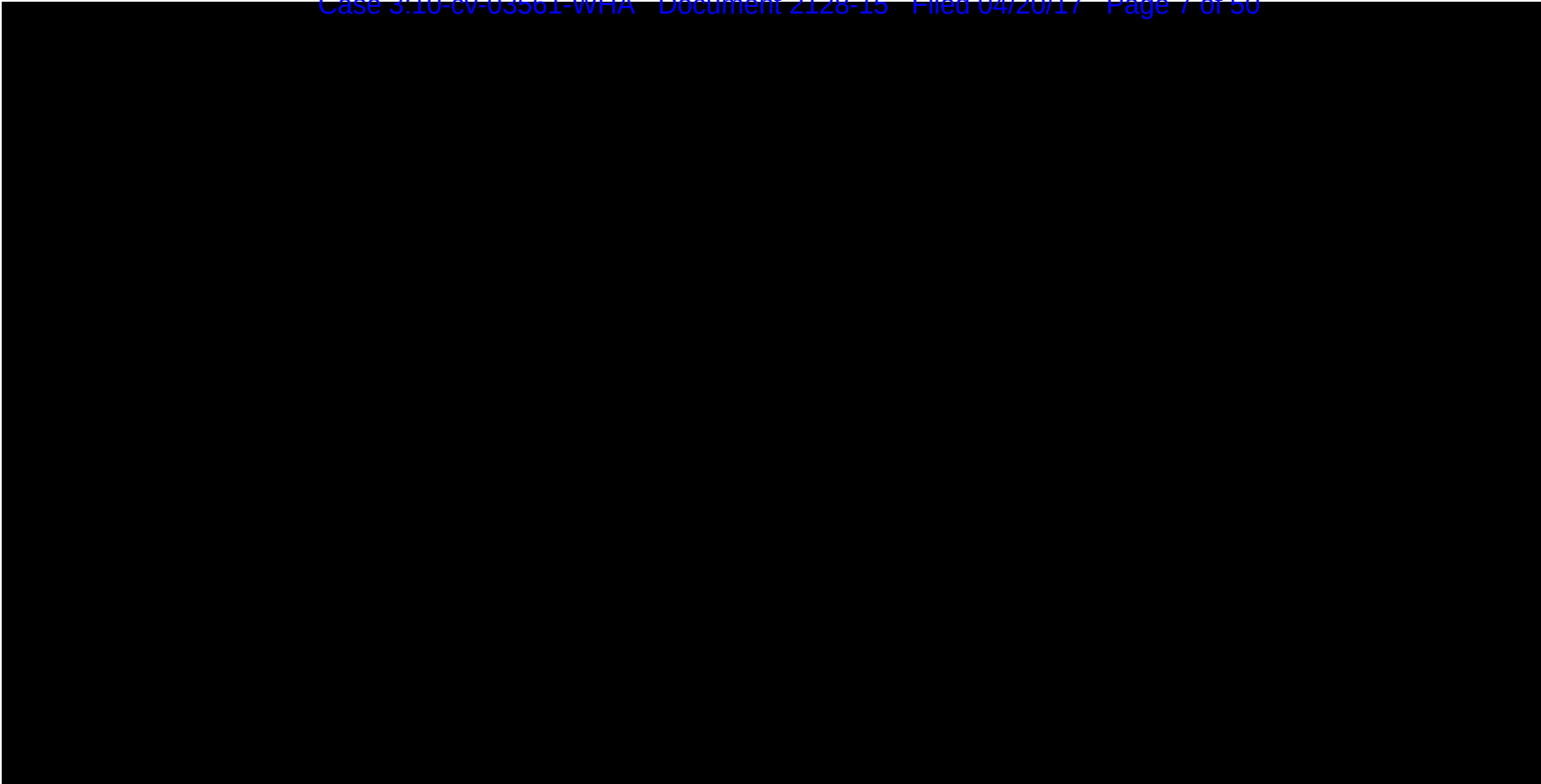


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Android Basics



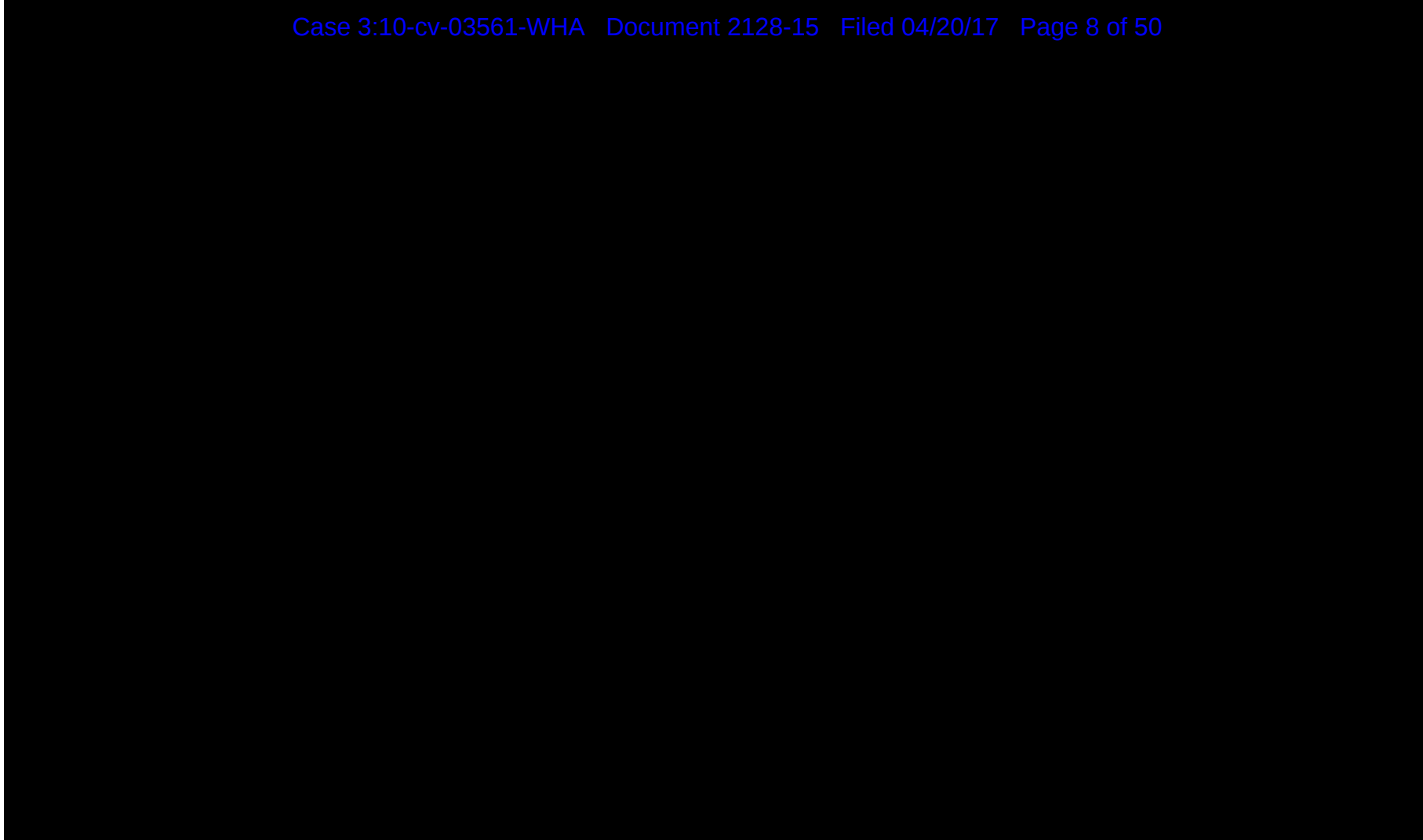


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6

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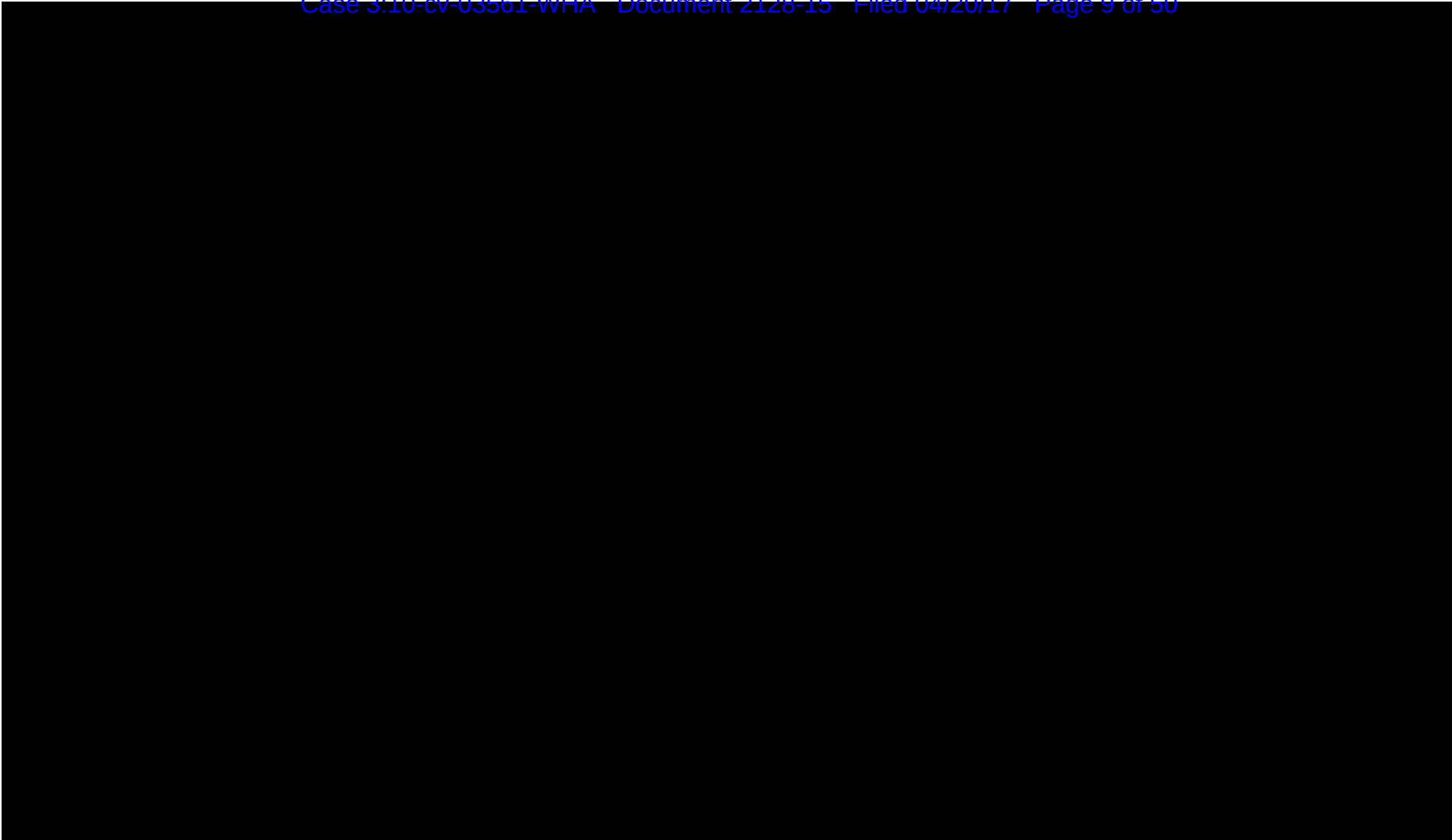
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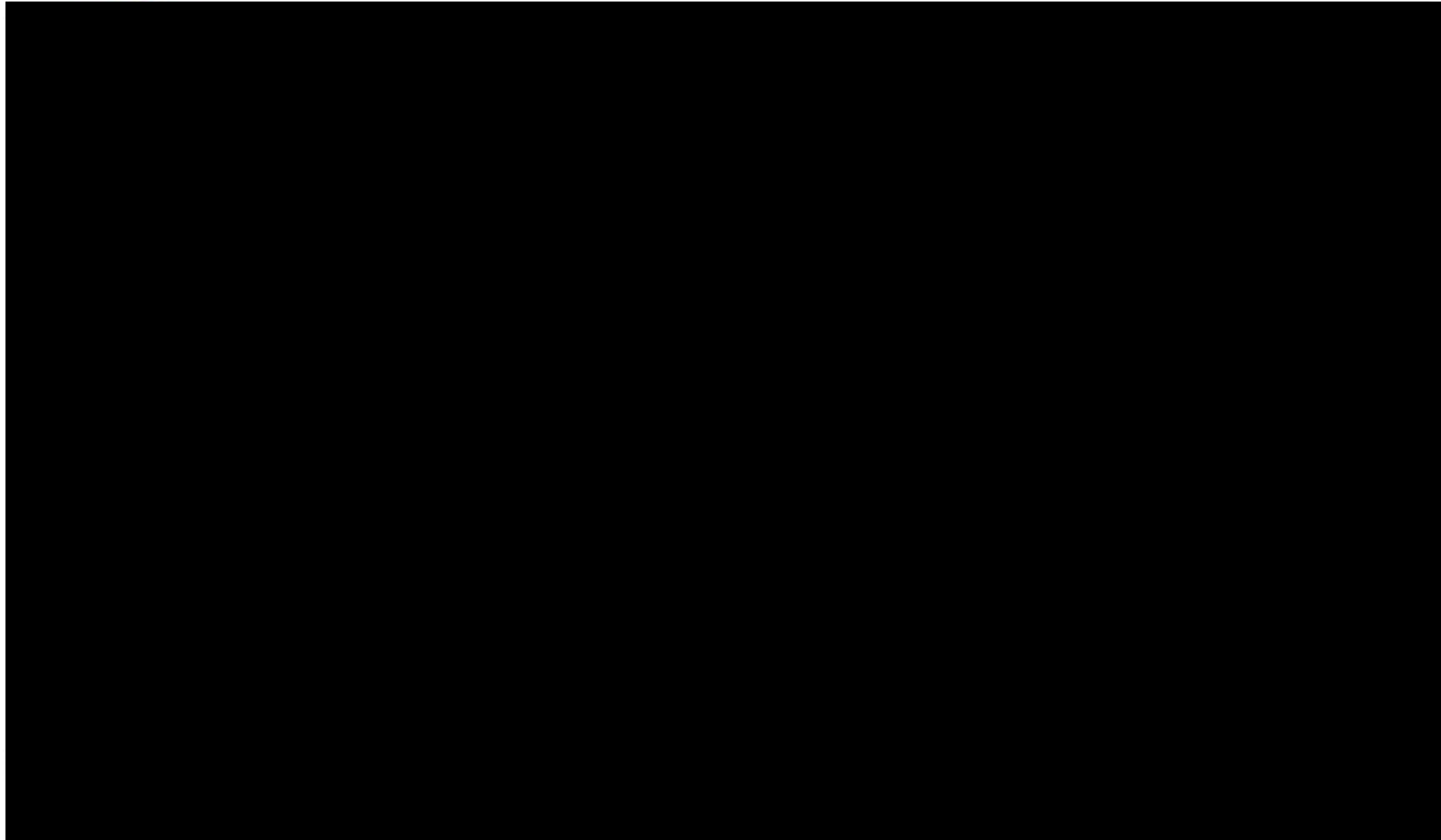
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Contact:

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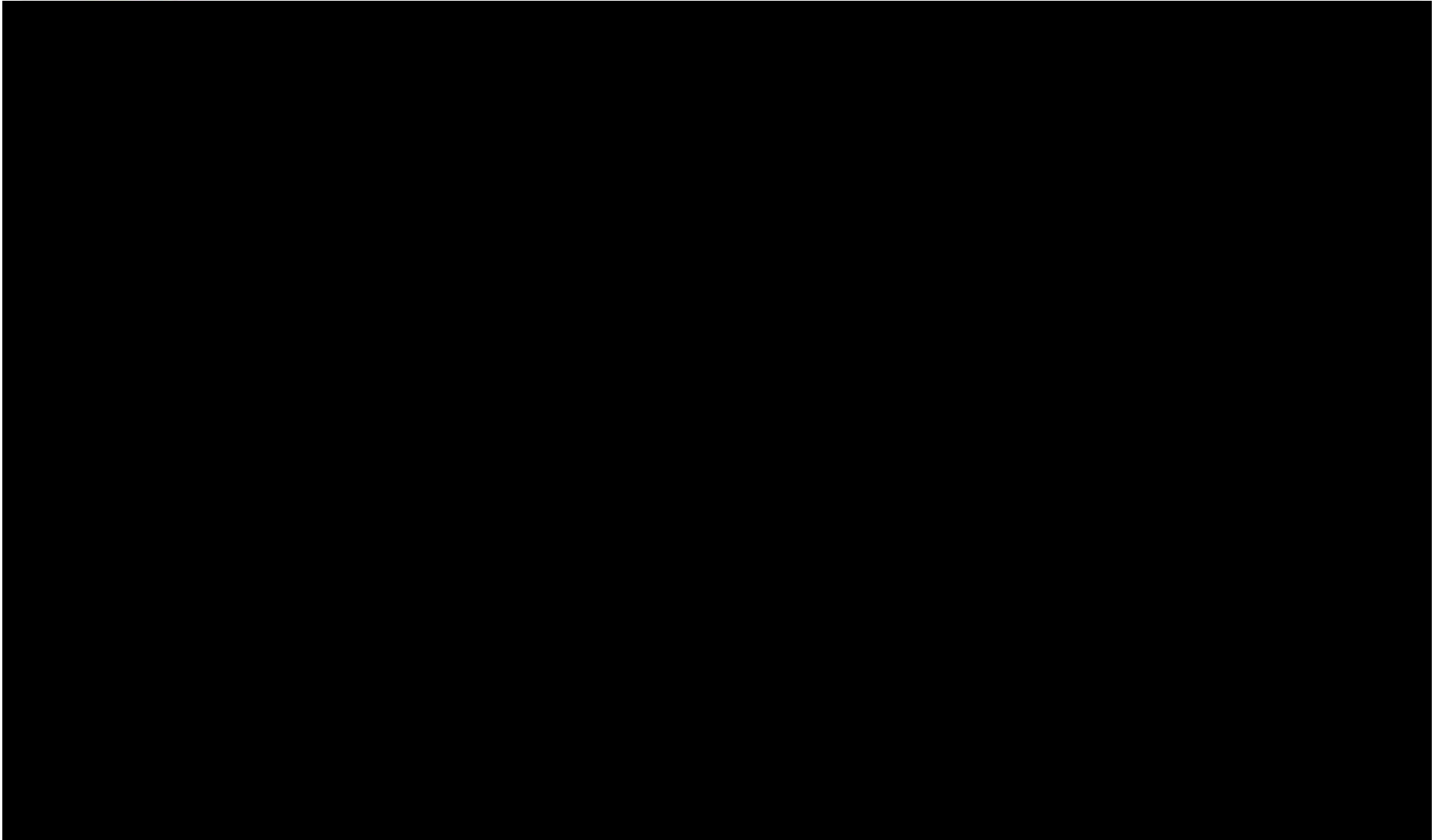
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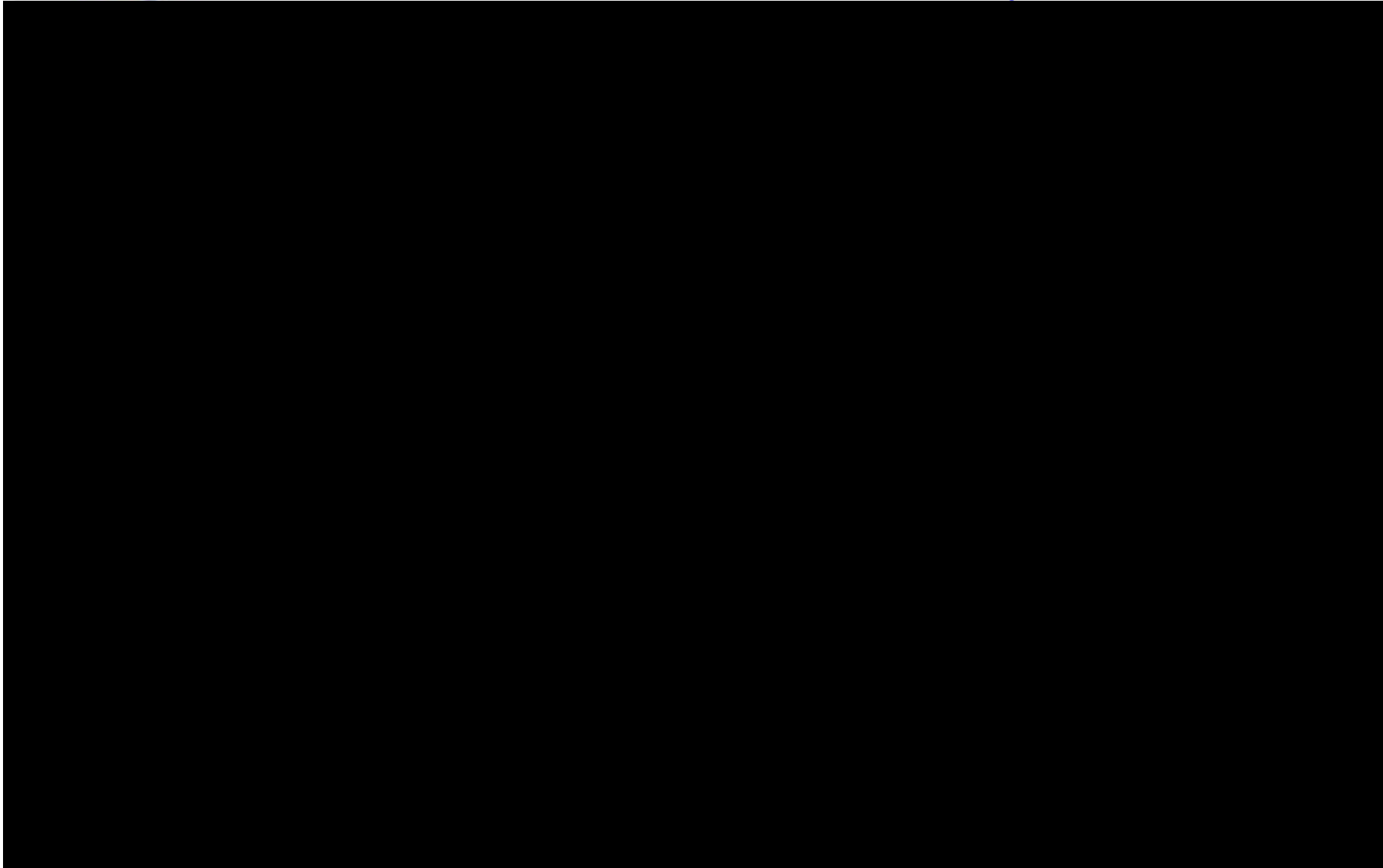
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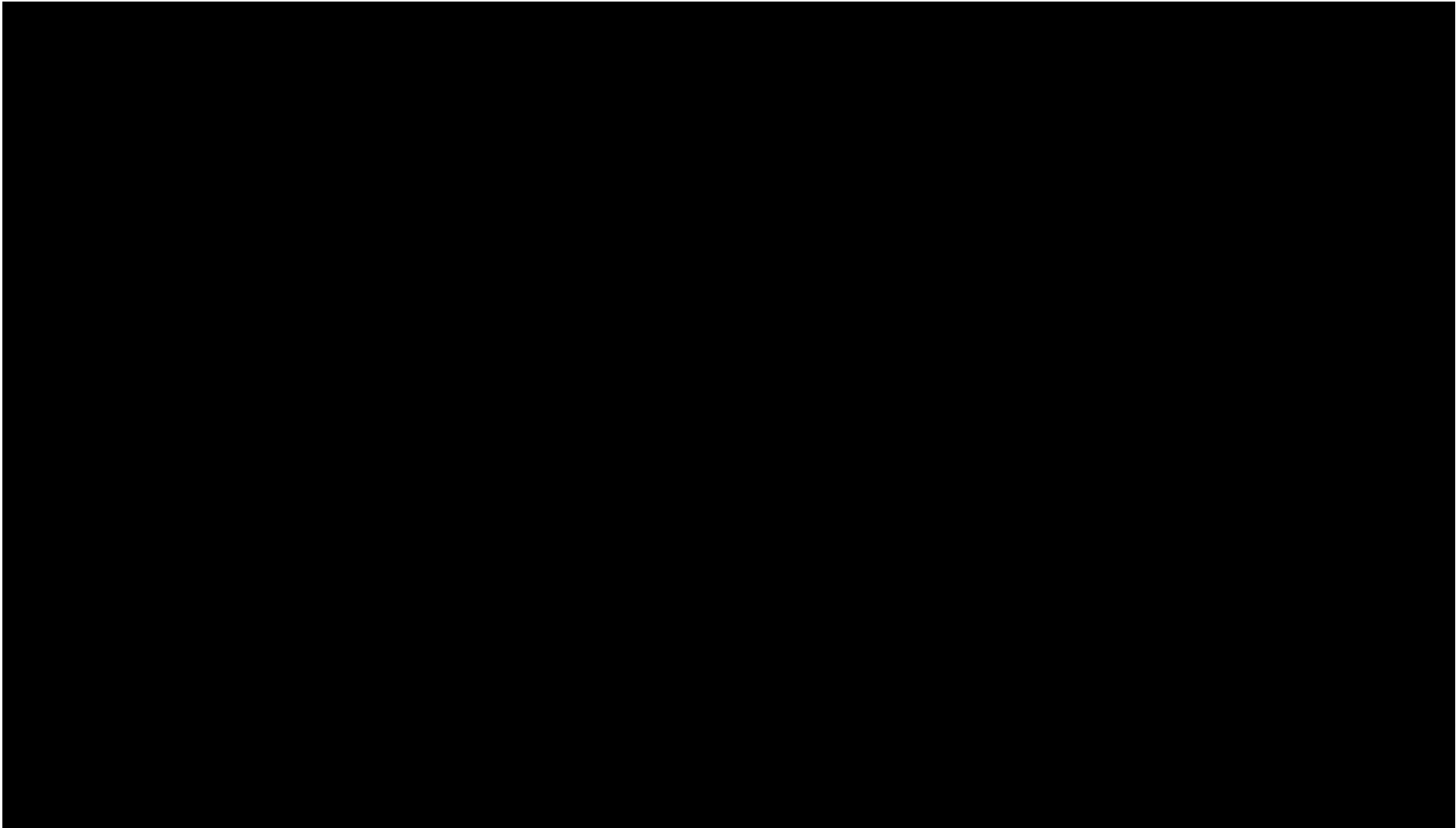
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Android Headwinds



OEMs are trying to differentiate from each other rather than embracing the Android brand

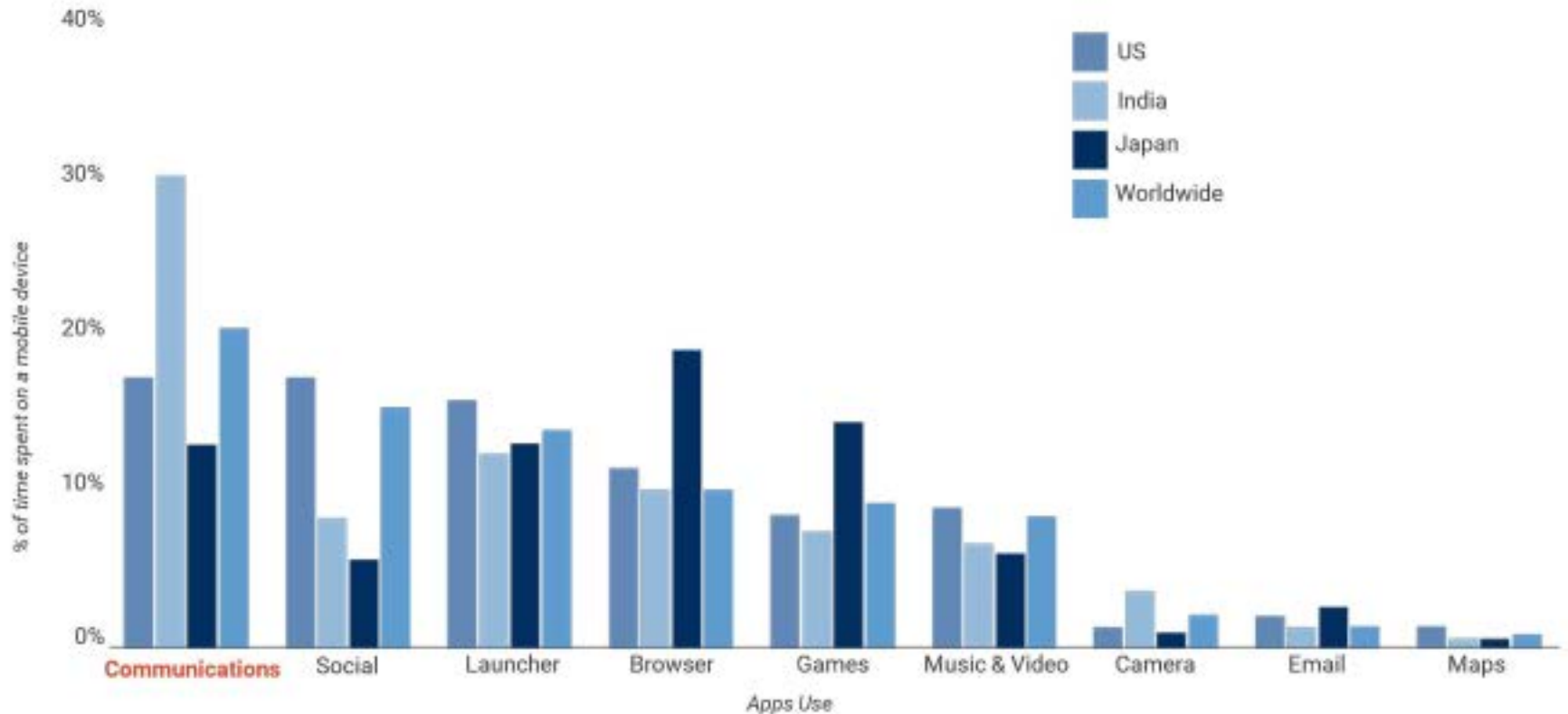
Screenshots of top devices

US pricing

UK tier shifts

Something on JP

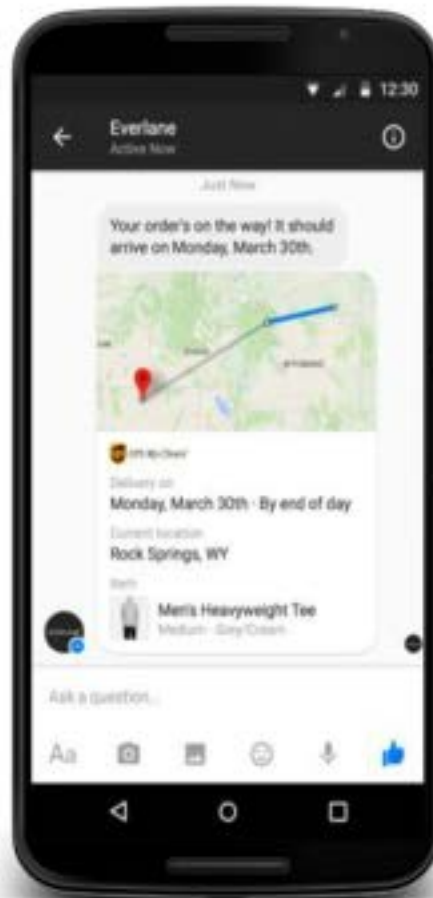
By the numbers...comms is important



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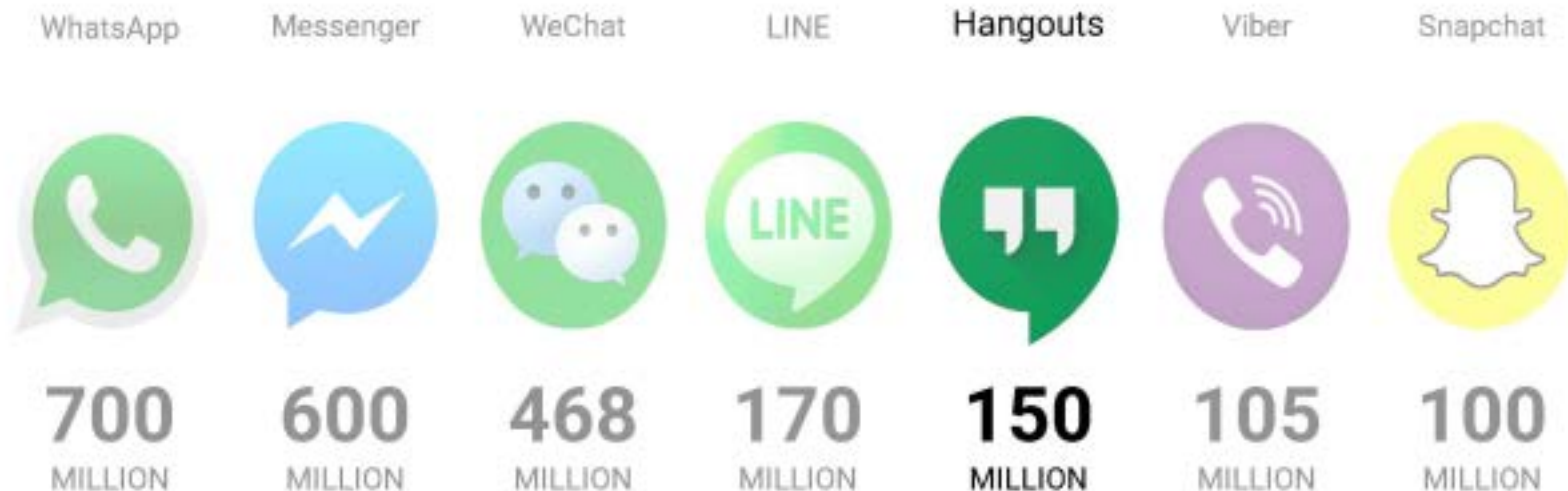
And expanding into a platform



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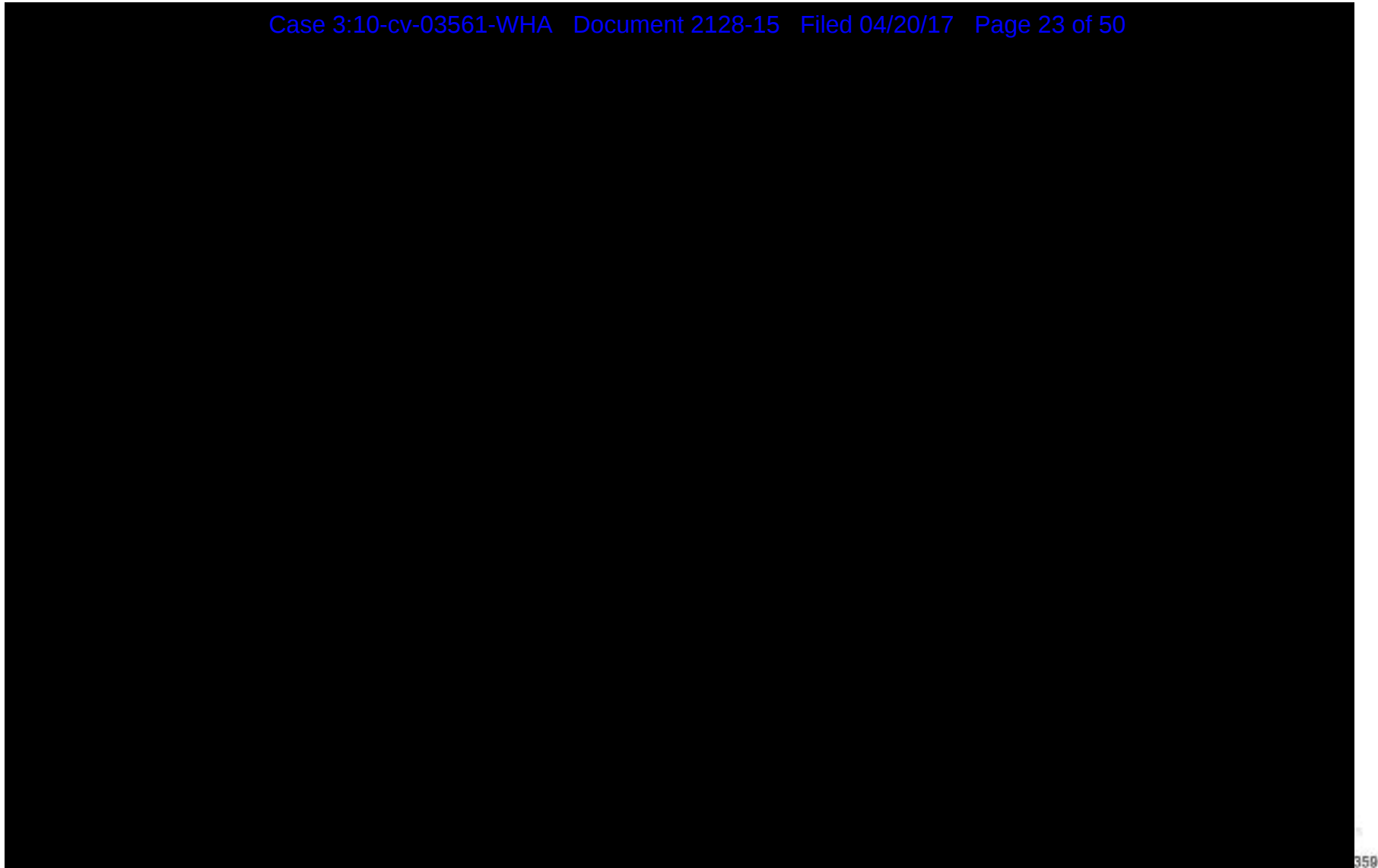
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How are we doing?



4 Million One Day Actives

2015 Topics



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New Phones [REDACTED - SBI/IR] and Tablet [REDACTED - SBI/IR]



REDACTED - SBI\NR



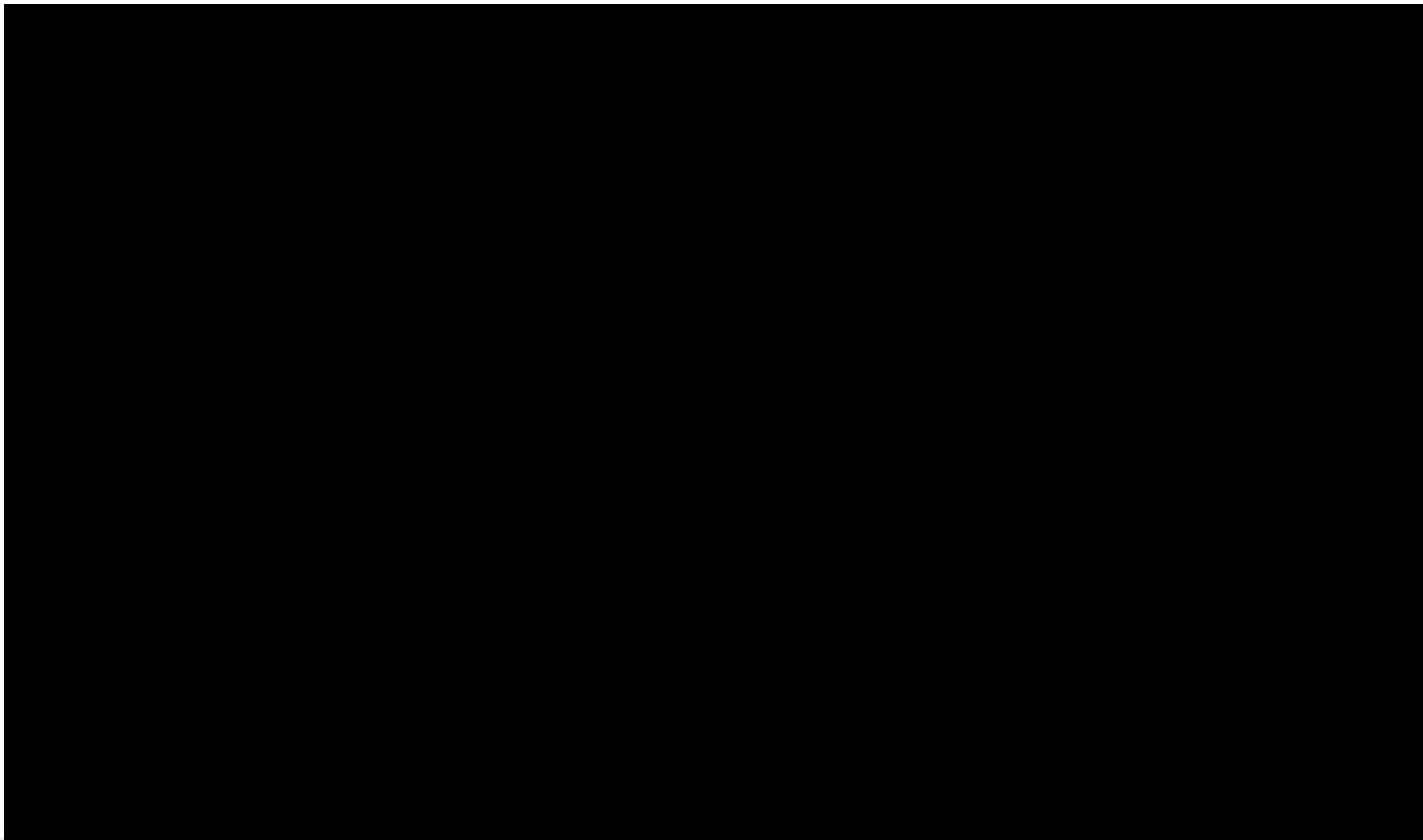
Business Process & Compliance

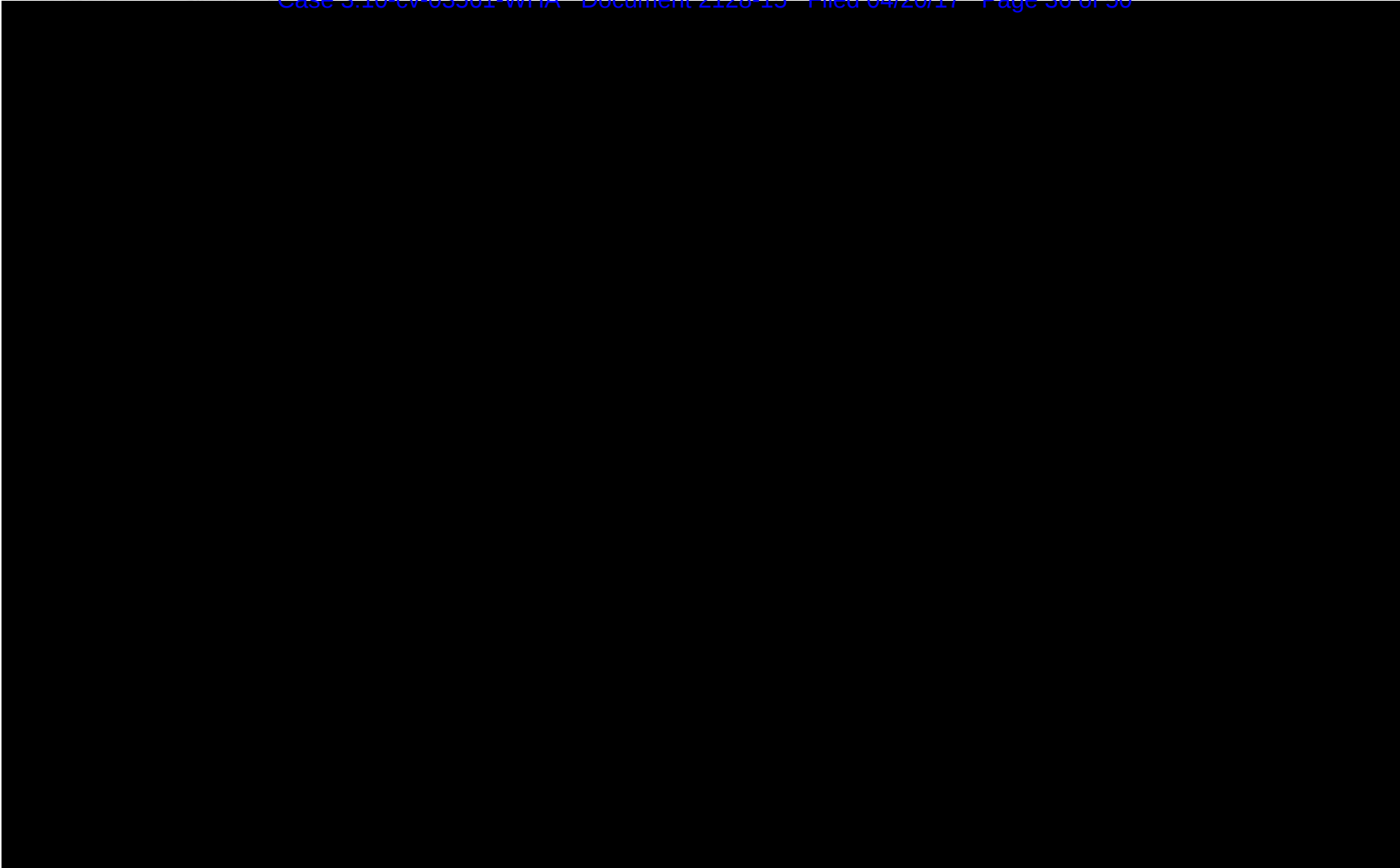
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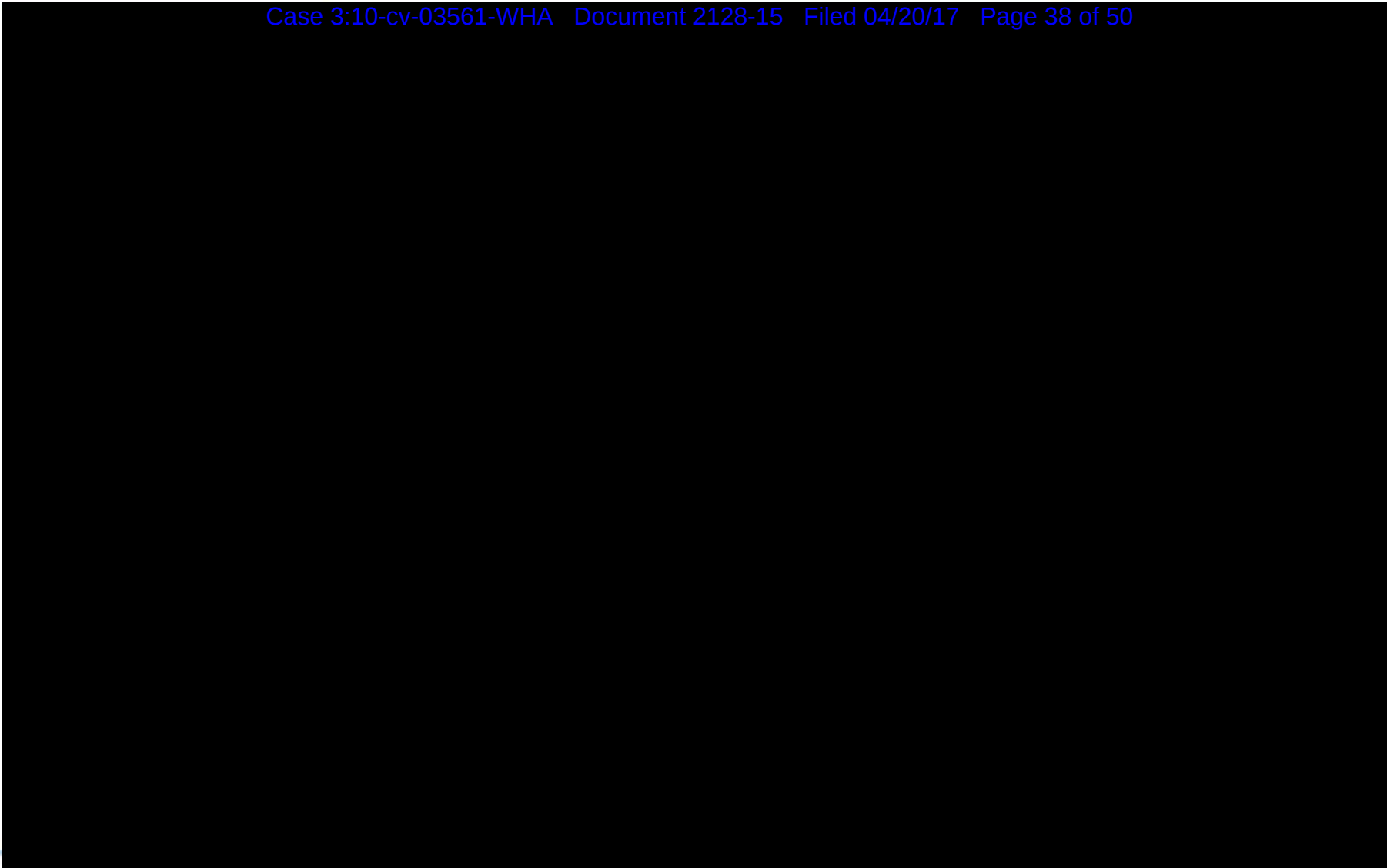
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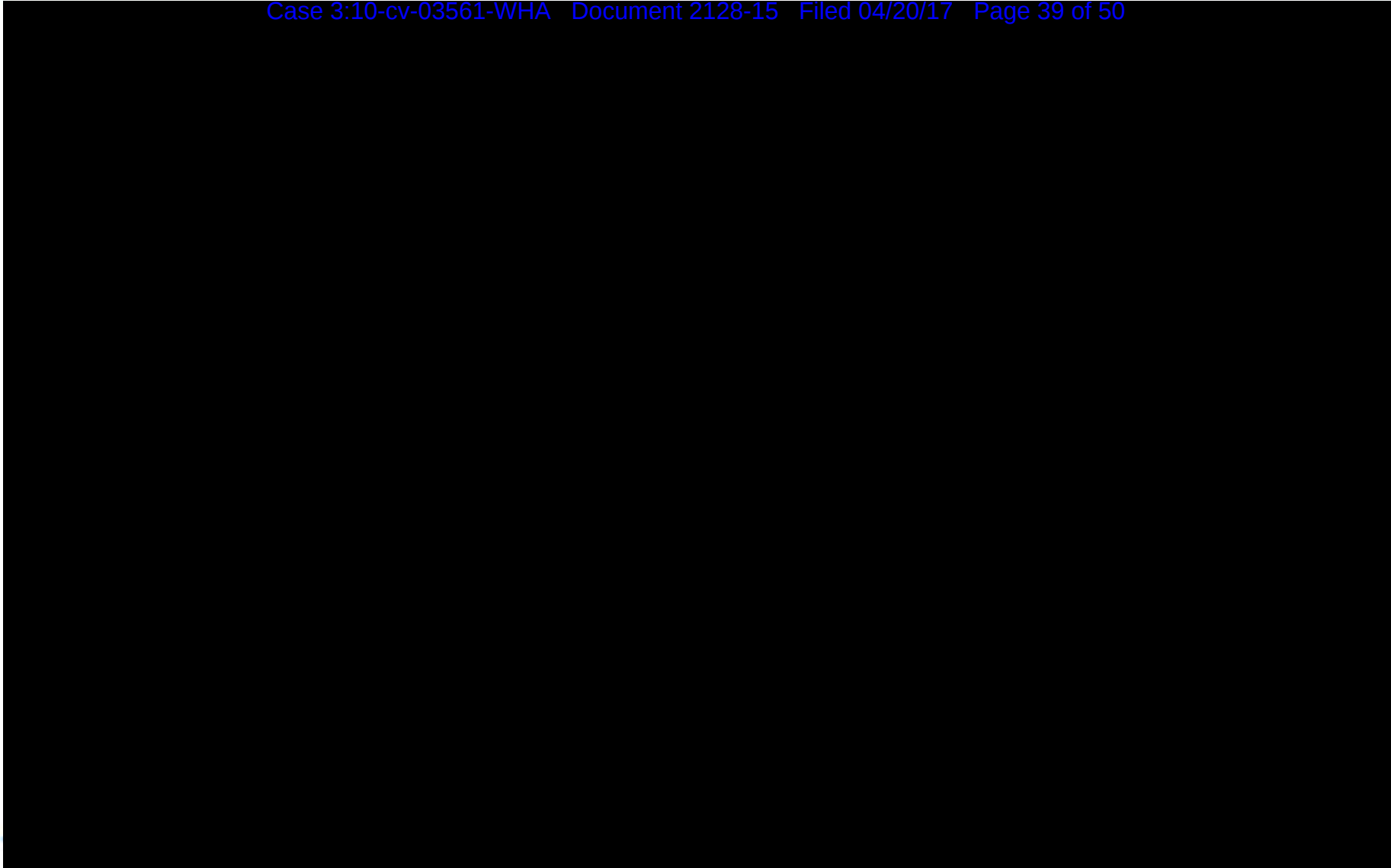
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Google Store (Project Smith)



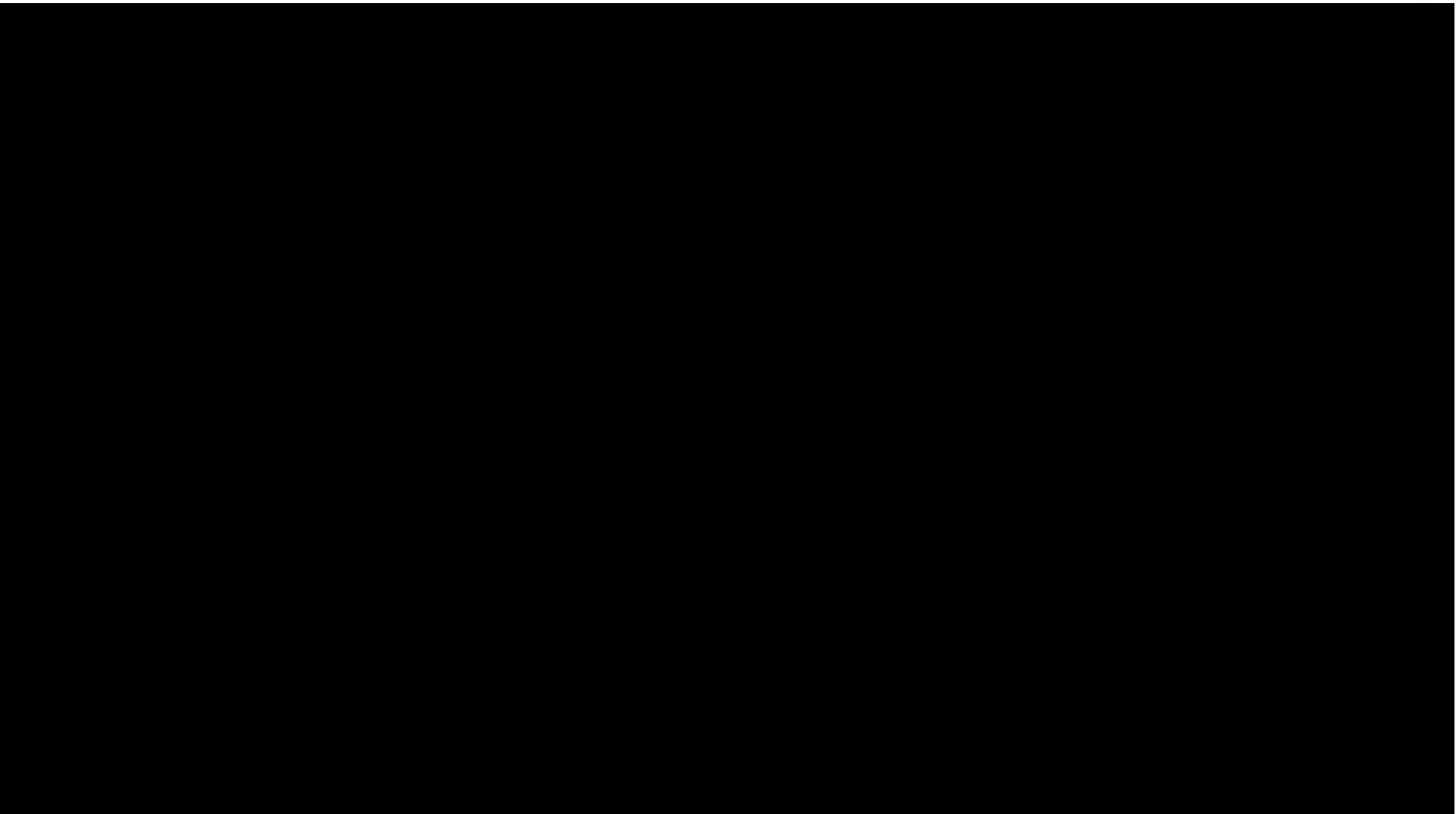




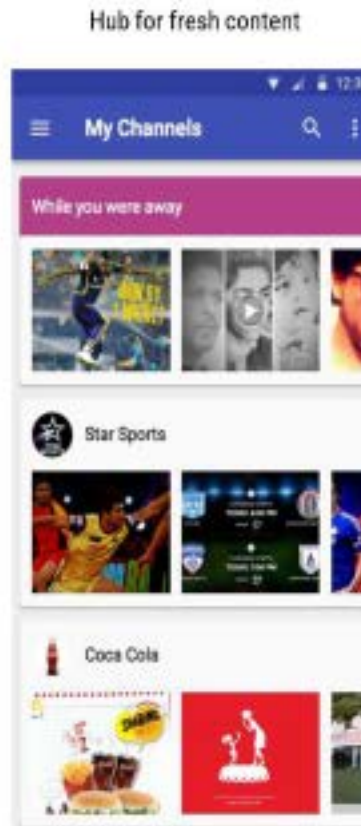
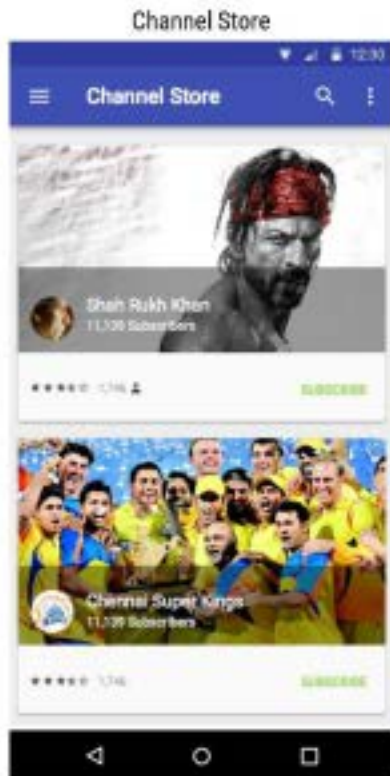


Android One

[REDACTED]



An app that lets you customize your mobile with your favorite content at the right place and time



43

Slide Notes

Slide 5:

<https://docs.google.com/spreadsheets/d/1e9RRcfZqv52Yz4UK3csCRbtd8G0sjjwdVAB5Qno-bEc/edit#gid=642728094>

Slide 9:

Link to backup for bottom left hand chart [maryoh]

Slide 20:

Our biggest product in this area is Hangouts: we have about 150M monthly active users of Hangouts, compared to 700M for Whatsapp. And beyond 150M monthly actives, the product is installed on 650M devices

It turns out that most of the 150M use the app by mistake.

30M (20%) actually send or receive a message on a monthly basis.

And what really matters for a communications app isn't monthly usage, but actually daily usage.

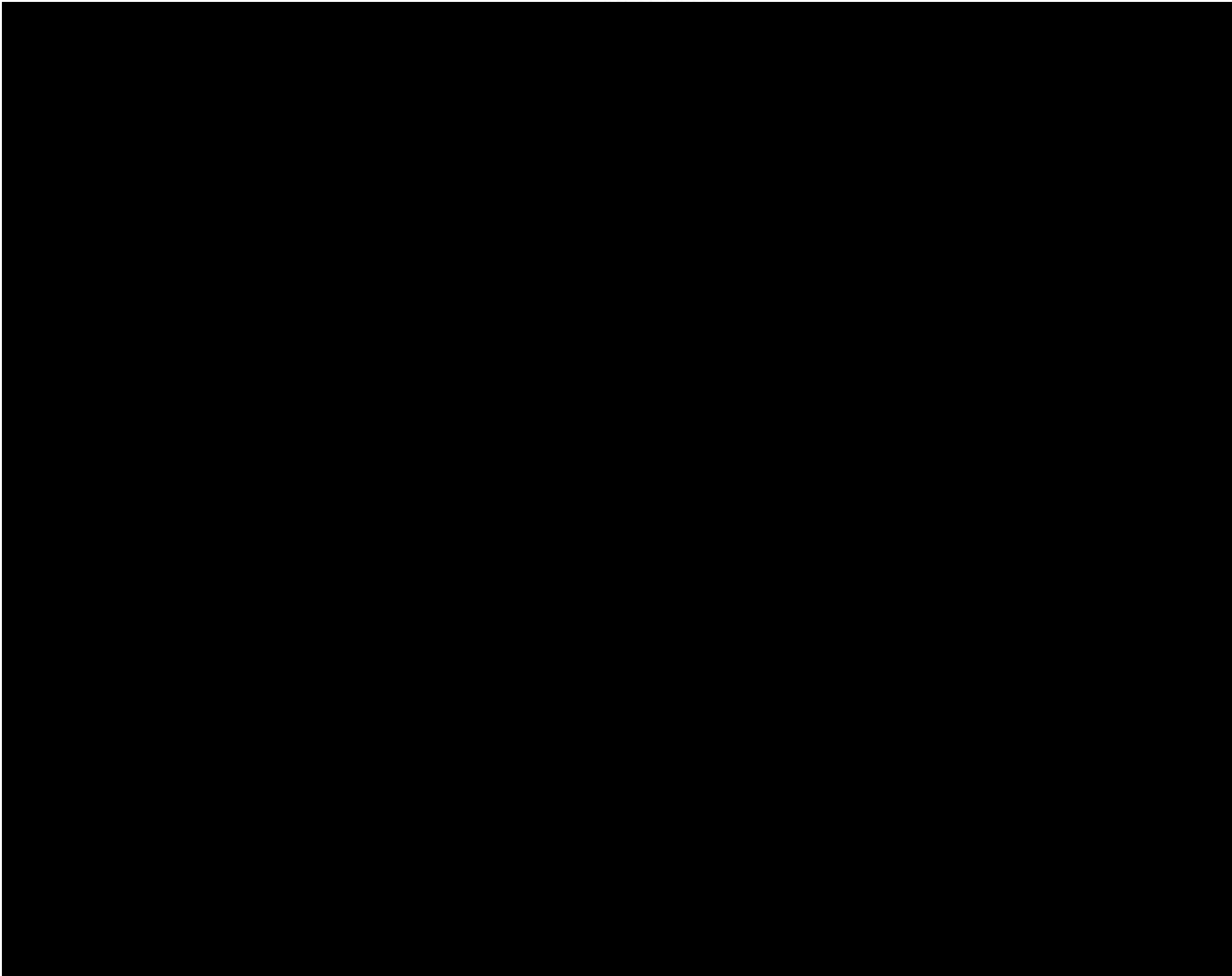
Of the 30M, 4M send or receive a message on a daily basis.

Or 0.6% of the total installed base.

So what happened?

The product we have is a result of two old paradigms from a few years ago - one was to help meet the goals of G+ and support that big bet and the other was taking decisions through a desktop, rather than mobile lens. From the perspective of driving usage of G+, a desktop-focused multi-party video product was a great idea. It's unique, differentiated, and pretty amazing.

Slide Notes



Slide Notes

Slide 40:

GTM Talking Points

- BD: Tons of OEM interest, ODM and SoCs for new model
- Marketing: Leading our launches and securing budget for H2
- Program management: build best practices for launches
- Retail Sales and Ops teams: how to motivate OEMs and retail partners to push devices through last mile

- New Model Term Sheets/Incentives
- Building out the GTM org (PgM, Sales)
- Global OEMs / Strategic partners
- Lining up H2 launch strategies
- H2 Marketing/Budgeting
- Developed Markets

Slide 43:

Slide Notes

Software:

Research shows that customers make purchase decisions based on a device running the latest Android version.

Hardware

Research shows that users are wary of low-quality hardware, especially at lower price points.

Brand

Research shows that brand influences customer purchase decision. Customers seek known, established brands -- especially international brands.